

Welcoming Cities

Data analysis

Indigo



Welcoming Cities – Victoria

Victoria

Regional



Member Councils

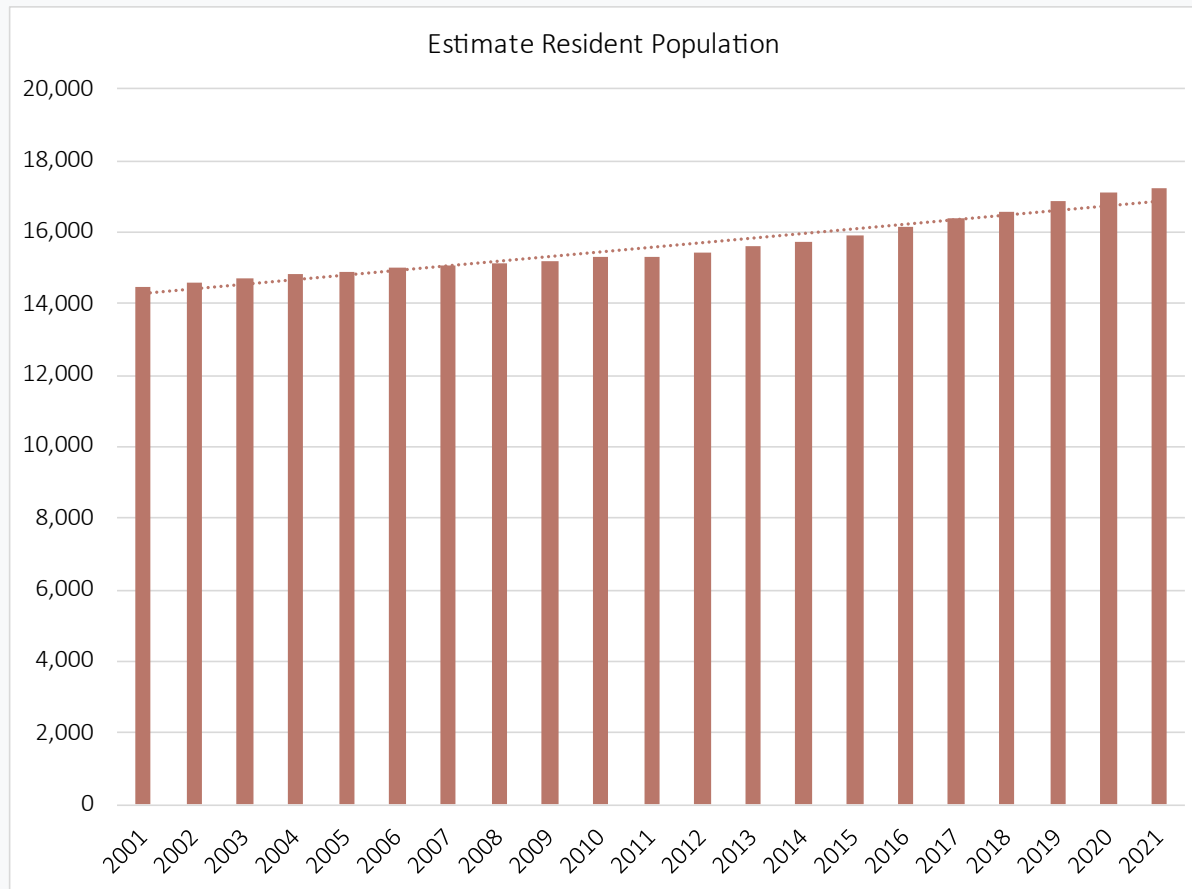
- City of Greater Bendigo
- Ararat Rural City Council
- Warrnambool City Council
- City of Ballarat
- Mildura Rural City Council

25 councils have become member councils of Welcoming Cities in Victoria, covering more than 52% of the state's population.

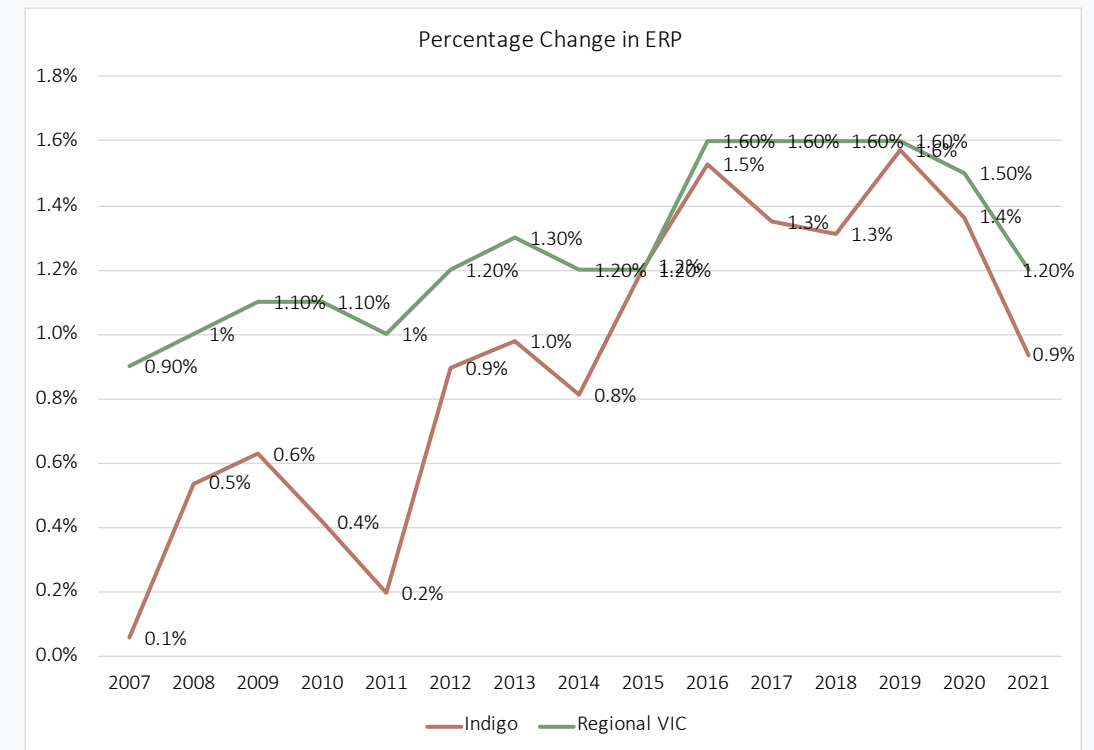


Community

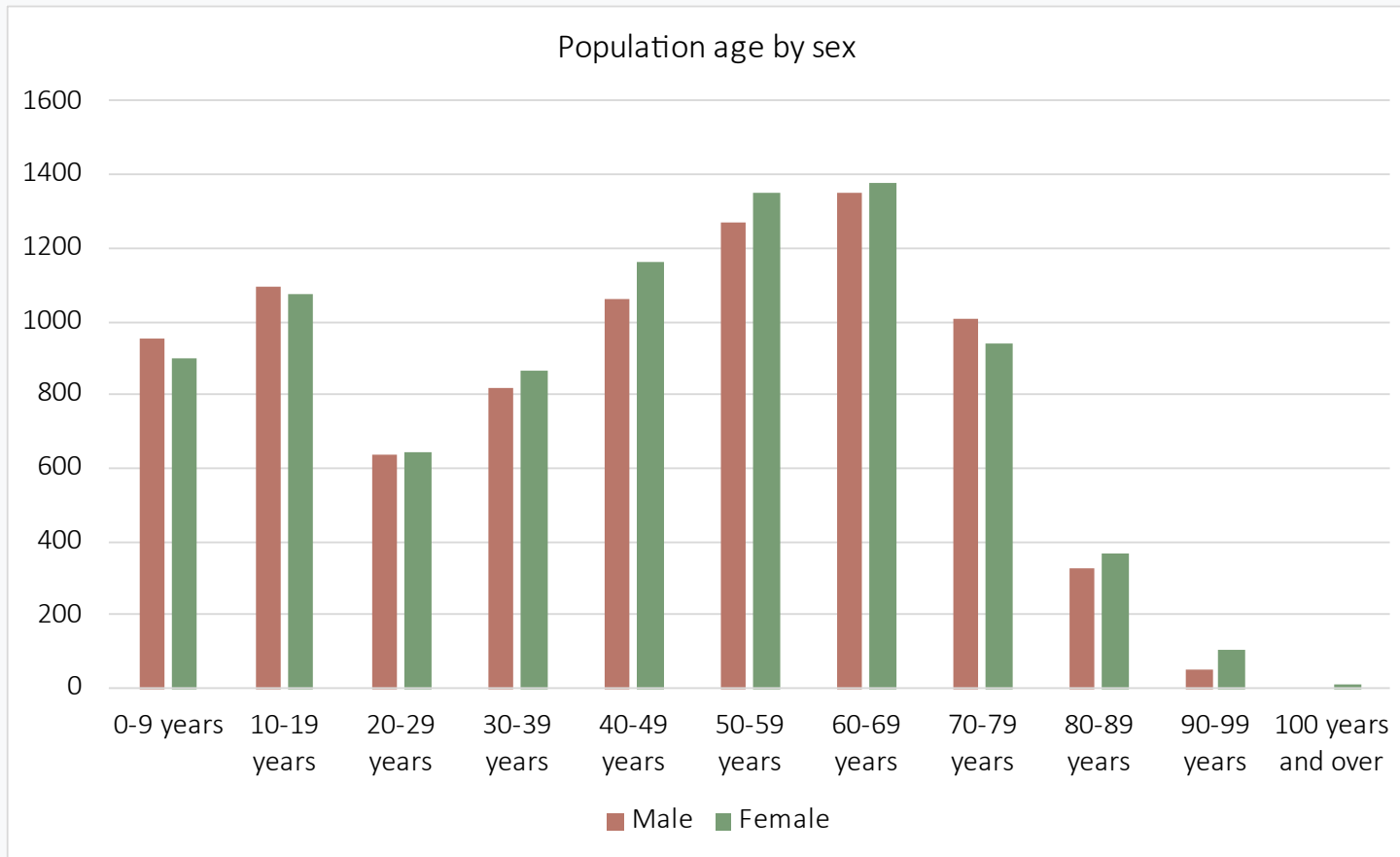
Estimated Resident Population



- Indigo population growth rate is catching up to Regional VIC
- Average annual growth rate is approximately 0.9% (since 2007)



Population age profile

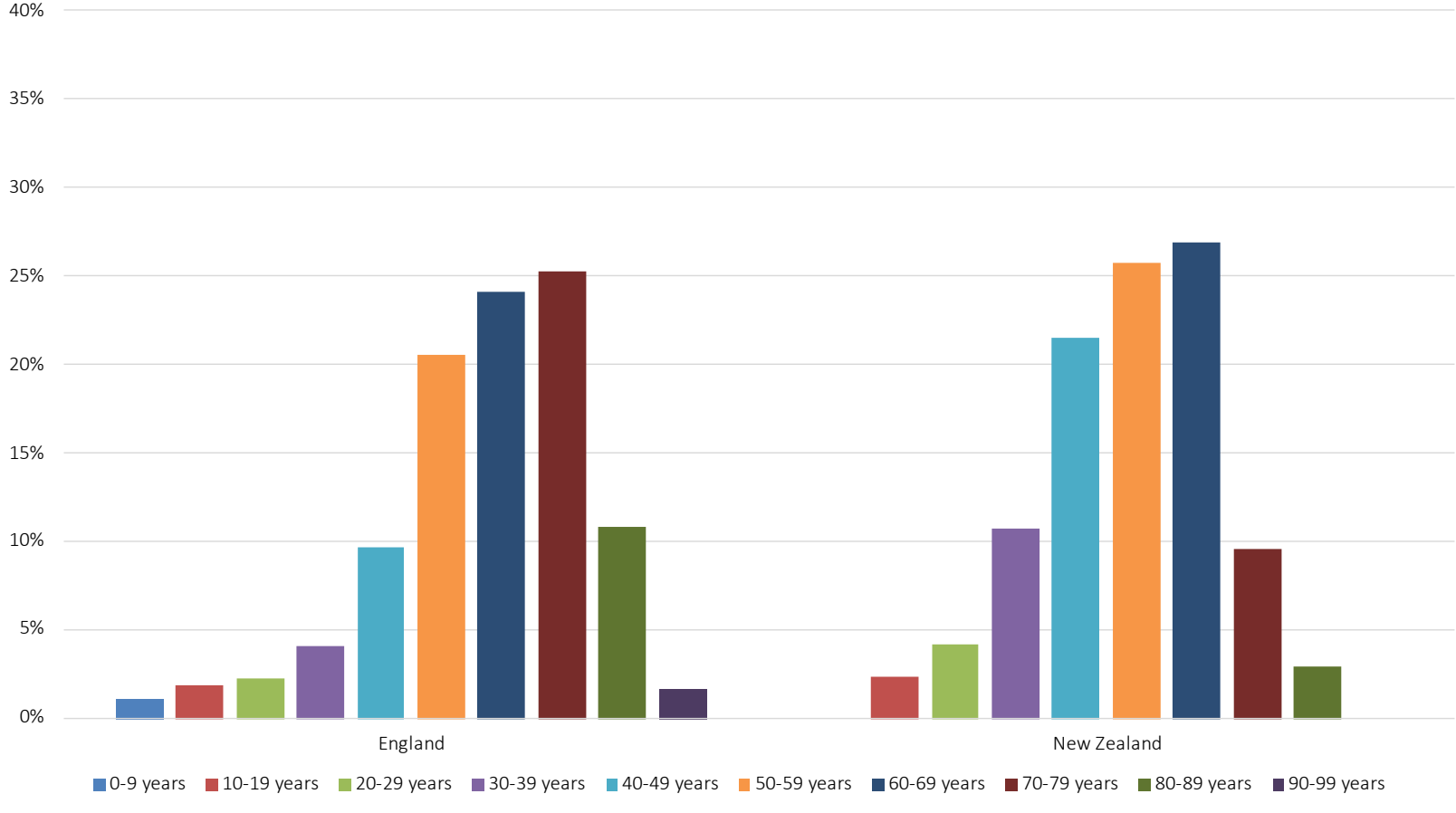


- 40% of population in Indigo is under 40 years old.
- Indigo median age (47) is significantly higher than of VIC (38) and Australia (38).
- Sex ratio is 97.7 (males per 100 females)

Cultural Diversity – Country of Birth



Age profile by country of birth (communities larger than 100 people)



- 8.5% of people residing in Indigo were born overseas
- Communities larger than 100 ppl:
 - England (537)
 - New Zealand (167)
- 62% of people born in England are over 60 years old.

Source: ABS CENSUS 2021

Cultural Diversity - Languages spoken at home



Language	Number of speakers
English	56
German	44

Language	Number of speakers	% reporting low English proficiency in the community*
Thai	5	29%
Mandarin	3	21%

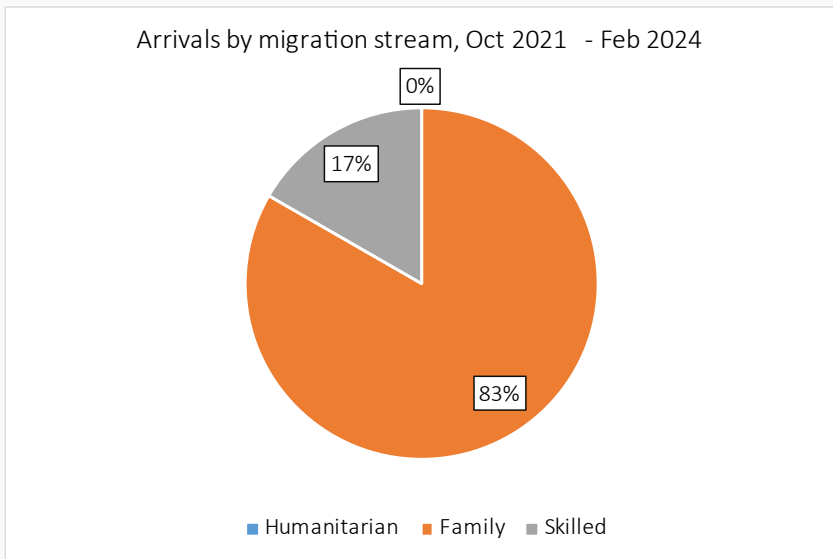
- 1.6% of the residents in Indigo identify as either Aboriginal or Torres Strait Islander or both.
- 91.6% of the population of Indigo reports speaking only English at home.
- Mandarin and Thai speaking communities report highest level of low English proficiency.

Cultural Diversity - Citizenship

More than 80% in the community* hold Australian citizenship	Less than 40% in the community* hold Australian citizenship
Germany Netherlands	N/A

- 70% of people born overseas are Australian citizens
- 91% of people living in Indigo are Australian citizens

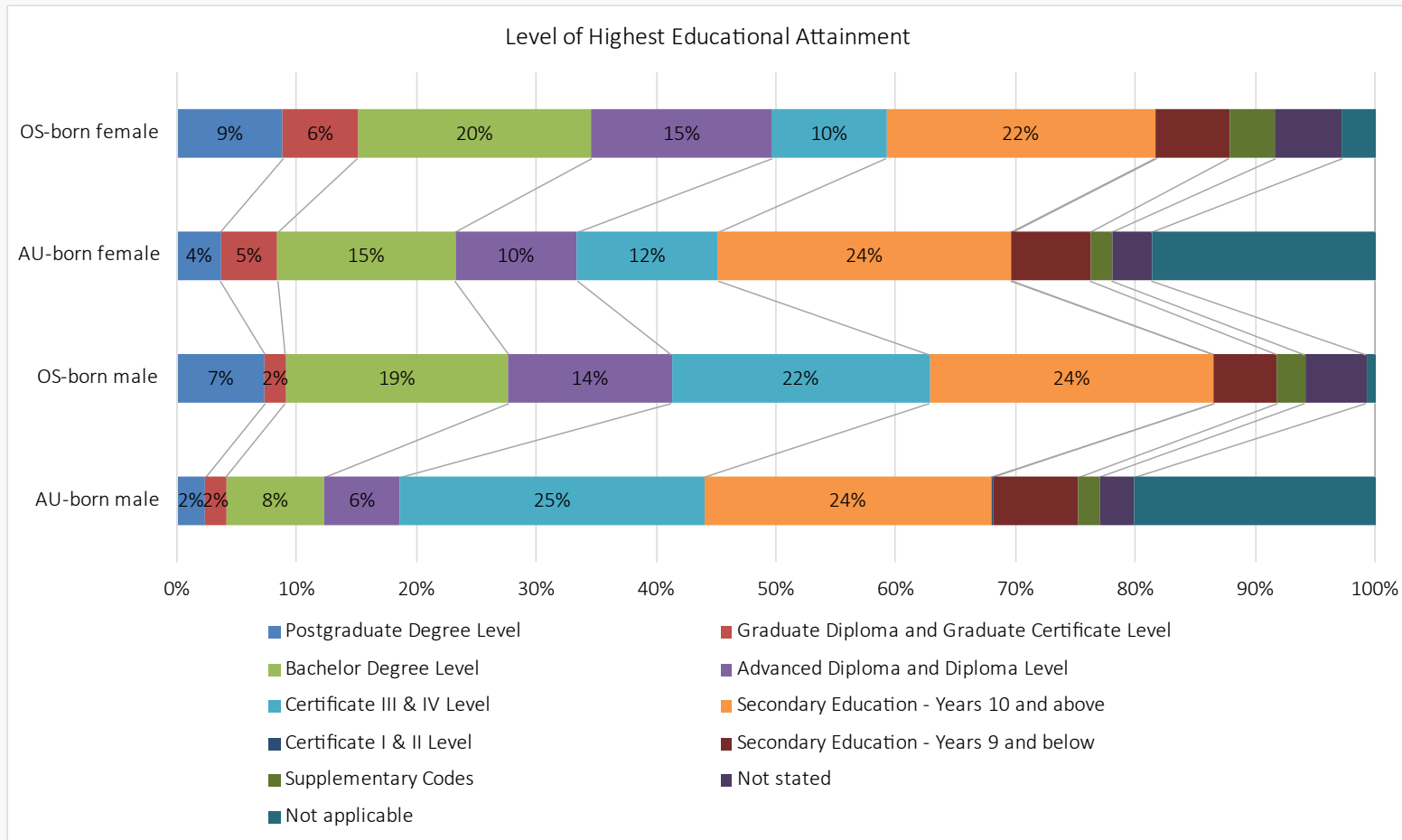
Settlers by migration stream



- There were no humanitarian settlers between September 2021 and February 2024

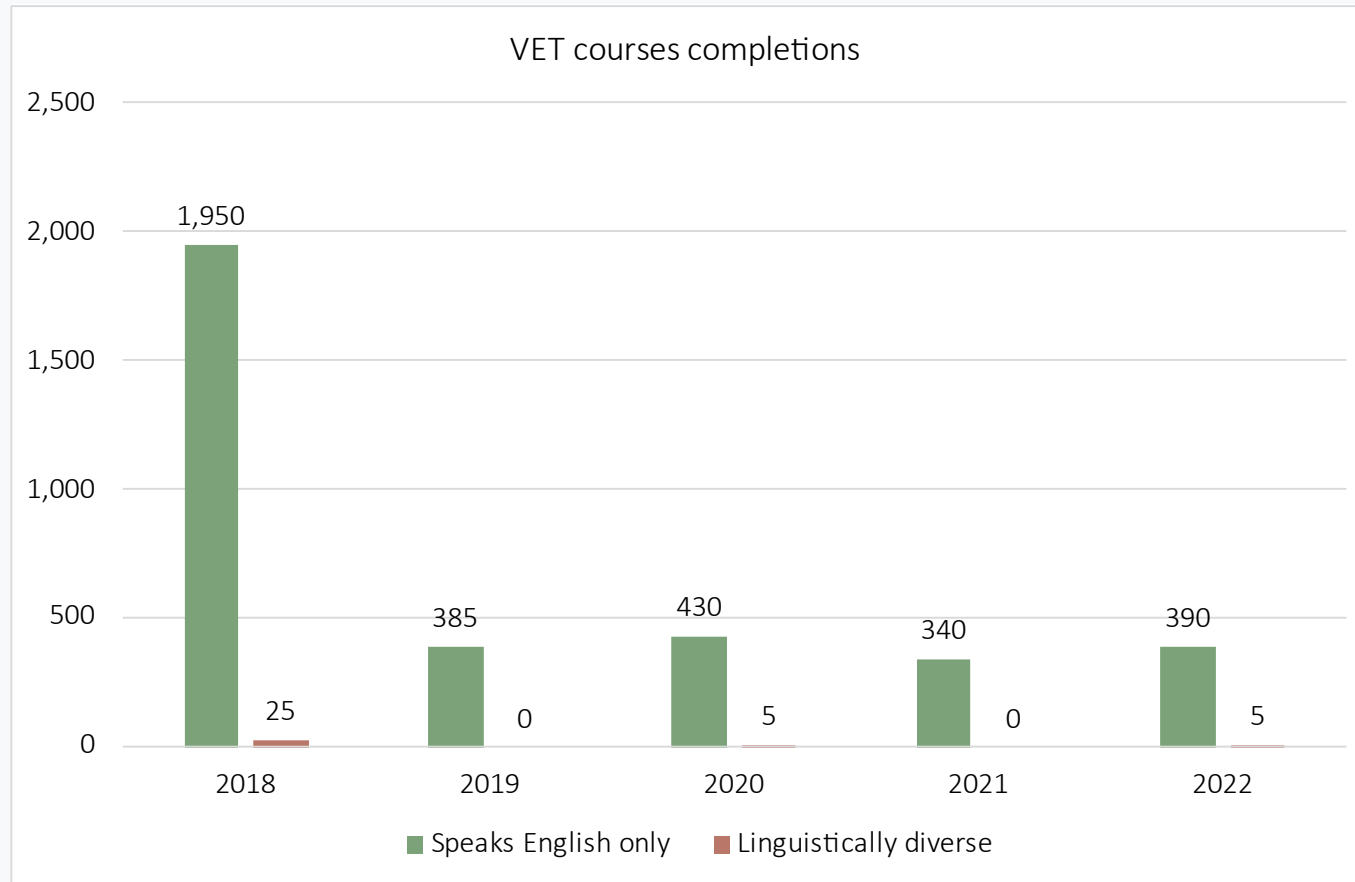
Gender	Migration Stream		
	Family	Skilled	
Female	N/A	N/A	
Male	N/A	N/A	
Grand Total	<20	<5	<25

General educational attainment by place of birth, by sex



- Overseas born individuals are more likely to hold Bachelors Degree or higher than Australia born individuals.
- Overseas born women have the highest proportion of people with Bachelor Degree or higher (35%).
- Australia born men have the lowest proportion of people with Bachelor degree or higher (12%).

VET students and courses



- Top fields of study in 2022:
 - Health
 - Management & Commerce
 - Society & Culture

Long Term Health Condition and Need for Assistance

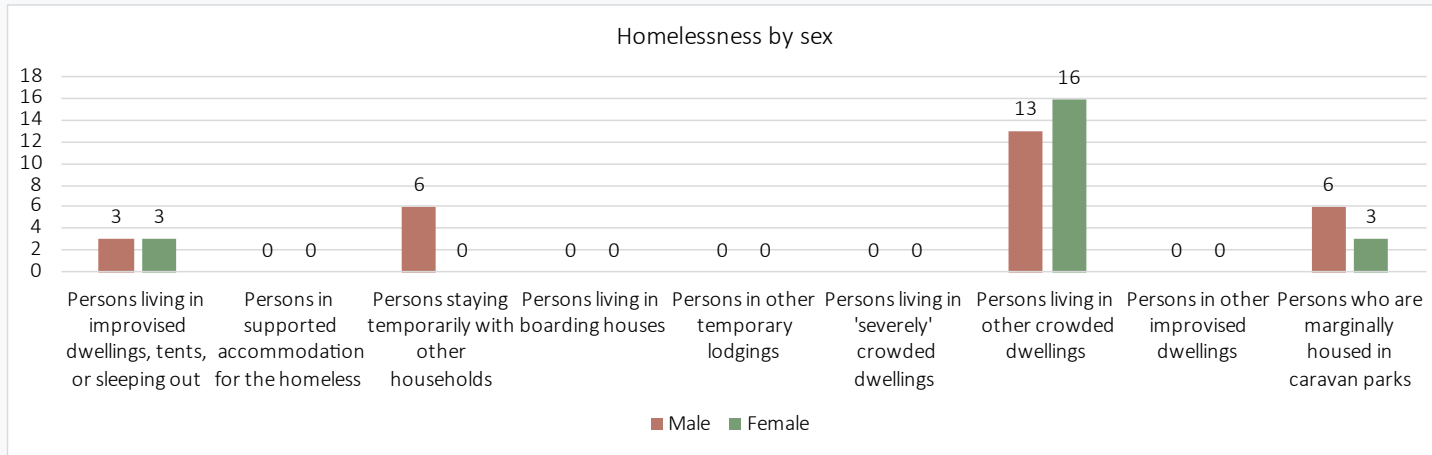
- 1000 people have a need for assistance with core activities (0.2% have low English language proficiency).

Long-term health condition	Number of people total	Number of people with low ELP	% of total population
Arthritis	1886	4	11%
Asthma	1707	0	10%
Cancer (including remission)	663	0	4%
Dementia (including Alzheimer's)	139	0	1%
Diabetes (excluding gestational diabetes)	791	0	5%
Heart disease (including heart attack or angina)	880	0	5%
Kidney disease	170	0	1%
Lung condition (including COPD or emphysema)	395	4	2%
Mental health condition (including depression or anxiety)	1604	3	9%
Stroke	191	3	1%
Any other long-term health condition(s)	1426	6	8%

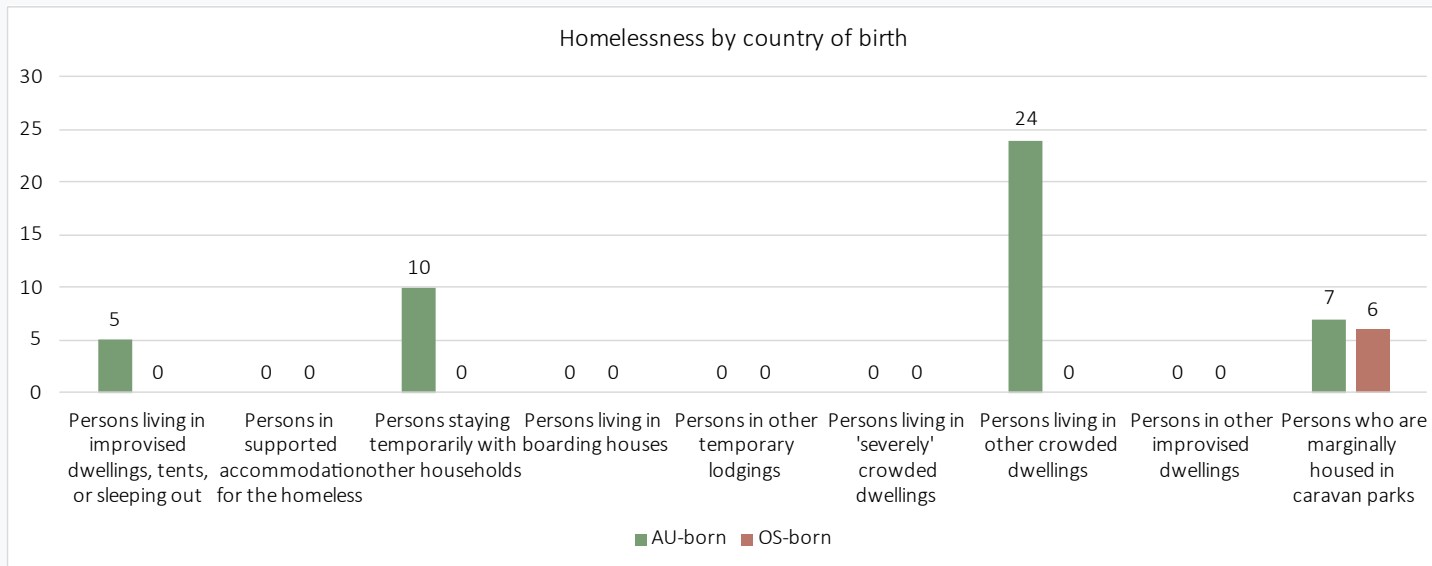
Benefit and Payment Recipients, Dec 2023

Type of support	Number of recipients
ABSTUDY (Living allowance)	5
ABSTUDY (Non-living allowance)	5
Age Pension	2,230
Austudy	10
Carer Allowance	405
Carer Allowance (Child Health Care Card only)	5
Carer Payment	145
Commonwealth Rent Assistance	580
Commonwealth Seniors Health Card	495
Disability Support Pension	440
Family Tax Benefit A	765
Family Tax Benefit B	545
Health Care Card	645
JobSeeker Payment	385
Low Income Card	150
Parenting Payment Partnered	15
Parenting Payment Single	140
Pension Concession Card	3,245
Special Benefit	0
Youth Allowance (other)	25
Youth Allowance (student and apprentice)	25

Homelessness Estimates

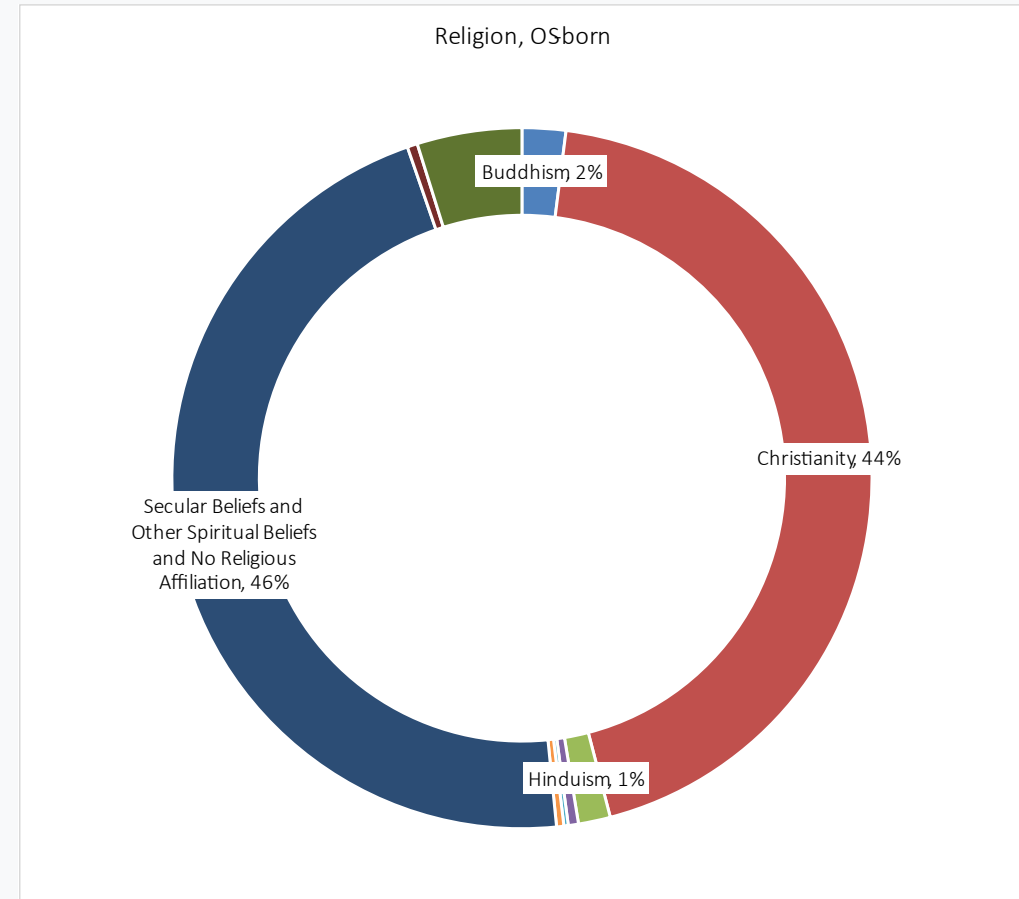
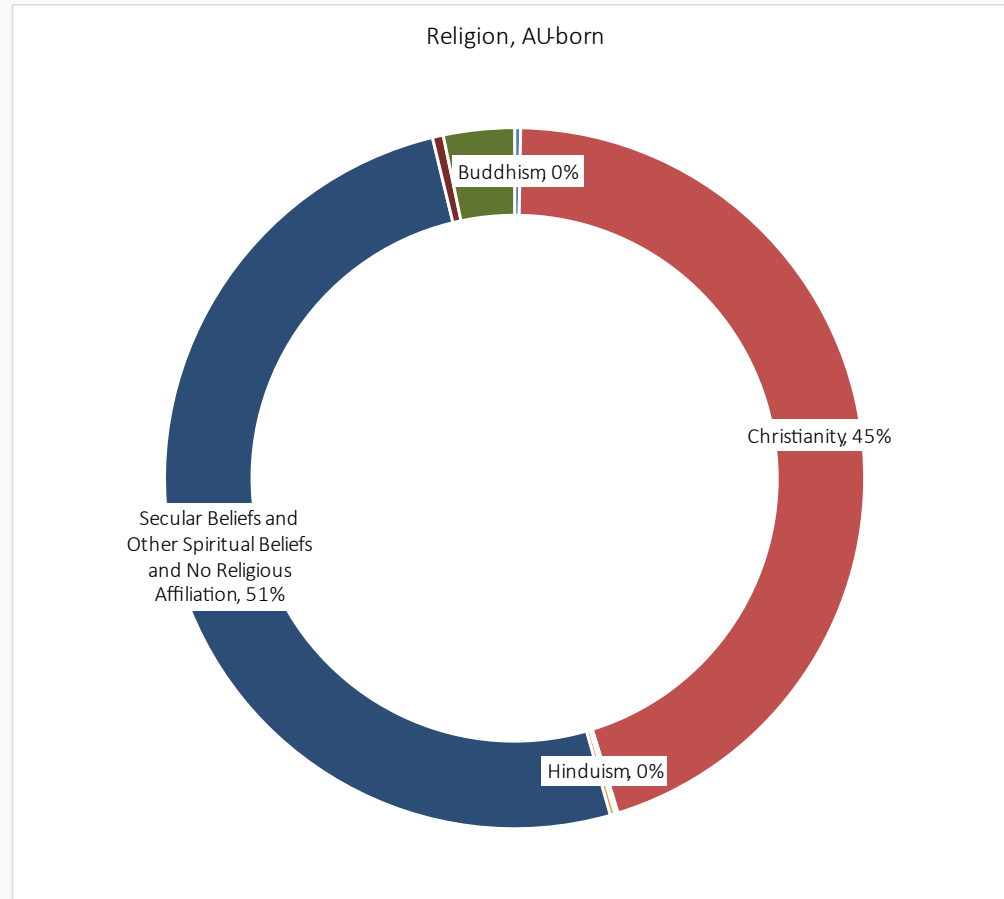


- 0.3% or 50 individuals of the population report being homeless
- There is a larger proportion of homeless amongst men than women.
- Proportion of homelessness in the Overseas born community is slightly higher than in Australia born one (0.3% for AU-born, 0.4% for OS-born)



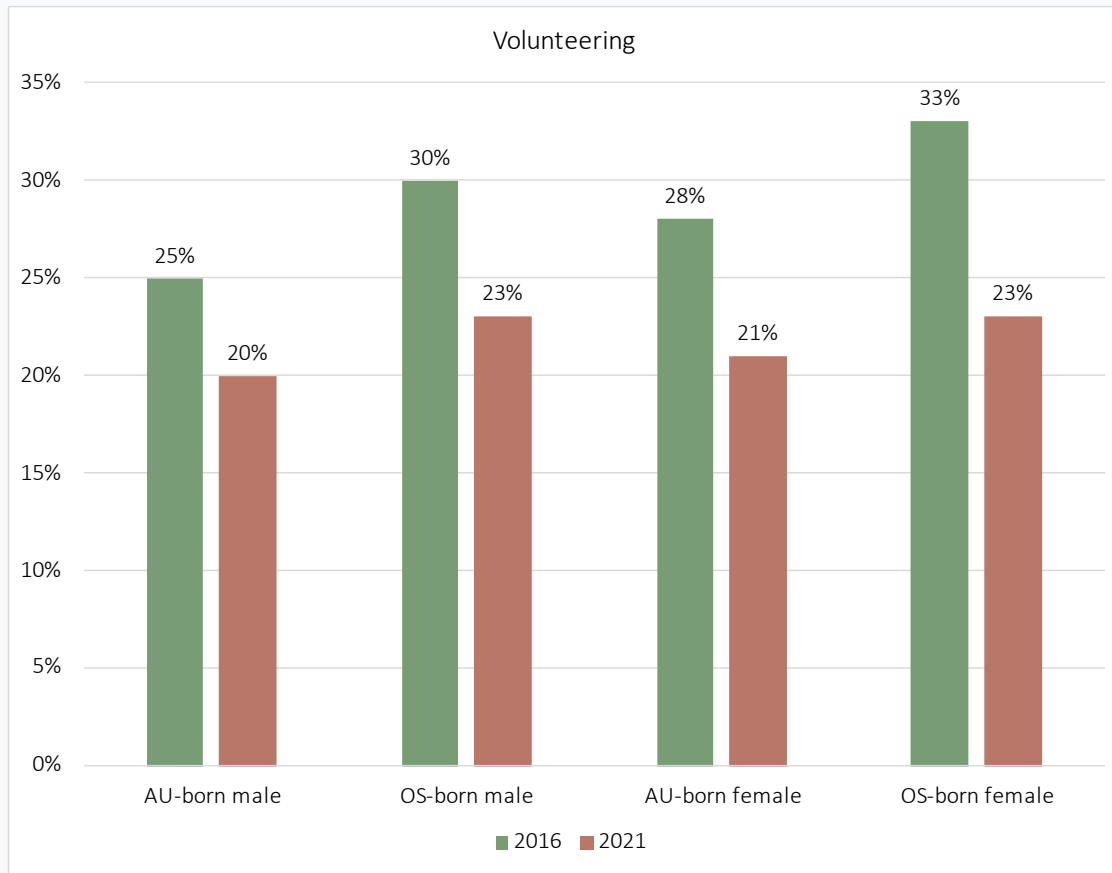
The sums of the indicators might differ in the graphs due to the CENSUS privacy protection data practices

Religious Affiliation



- 42% of individuals residing in Indigo report their religion to be 'Christianity' and 47% report having 'Secular Beliefs and Other Spiritual Beliefs and No Religious Affiliation'.
- Individuals reporting all other religions represent over 1.4% of total population of Indigo combined.

Volunteering



- More than 20% of residents of Indigo report being a volunteer
- Overseas born individuals, particularly women are more likely to volunteer.
- There has a significant decrease in volunteering since 2016, especially amongst OS-born female population (possibly due to the pandemic, ageing population and volunteering fatigue).

Social Cohesion and Democracy



52.3

(+0.67% from national average 2022)
Social Cohesion Index



47.9

(+1.14% from national average 2022)
Democracy Index

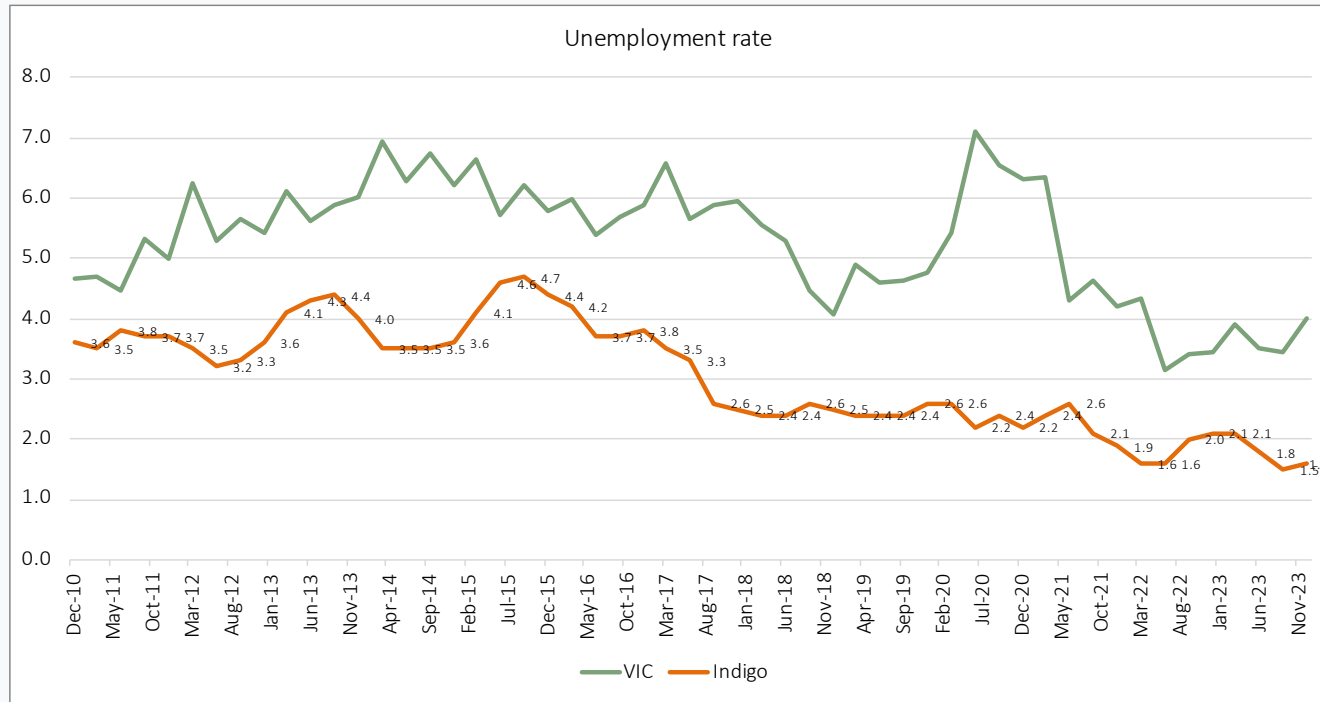


Domains	2021	2022	2023	Trend	National average
Sense of belonging	64.3	63.0	61.7		59.0
Sense of worth	58.7	58.6	58.3		56.2
Social Inclusion & Justice	52.7	52.3	51.9		47.4
Political Participation	36.8	36.1	38.1		32.4
Acceptance and Rejection	54.0	51.5	51.5		55.2



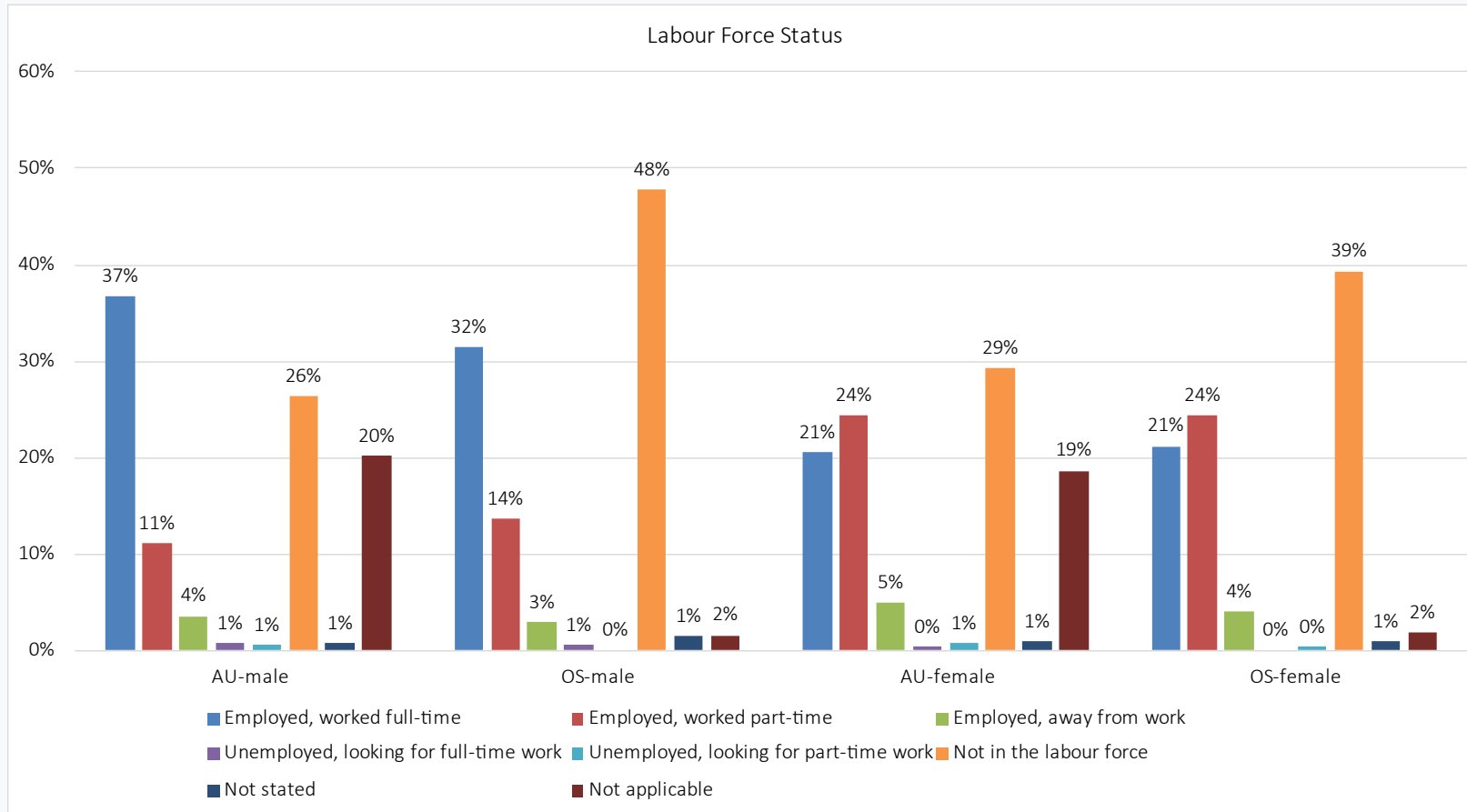
Economy

Unemployment rates 2011-2023



- Indigo unemployment rates generally follow the trend of Victoria.
- Unemployment rate had a declining trend since 2015.

Labour force status



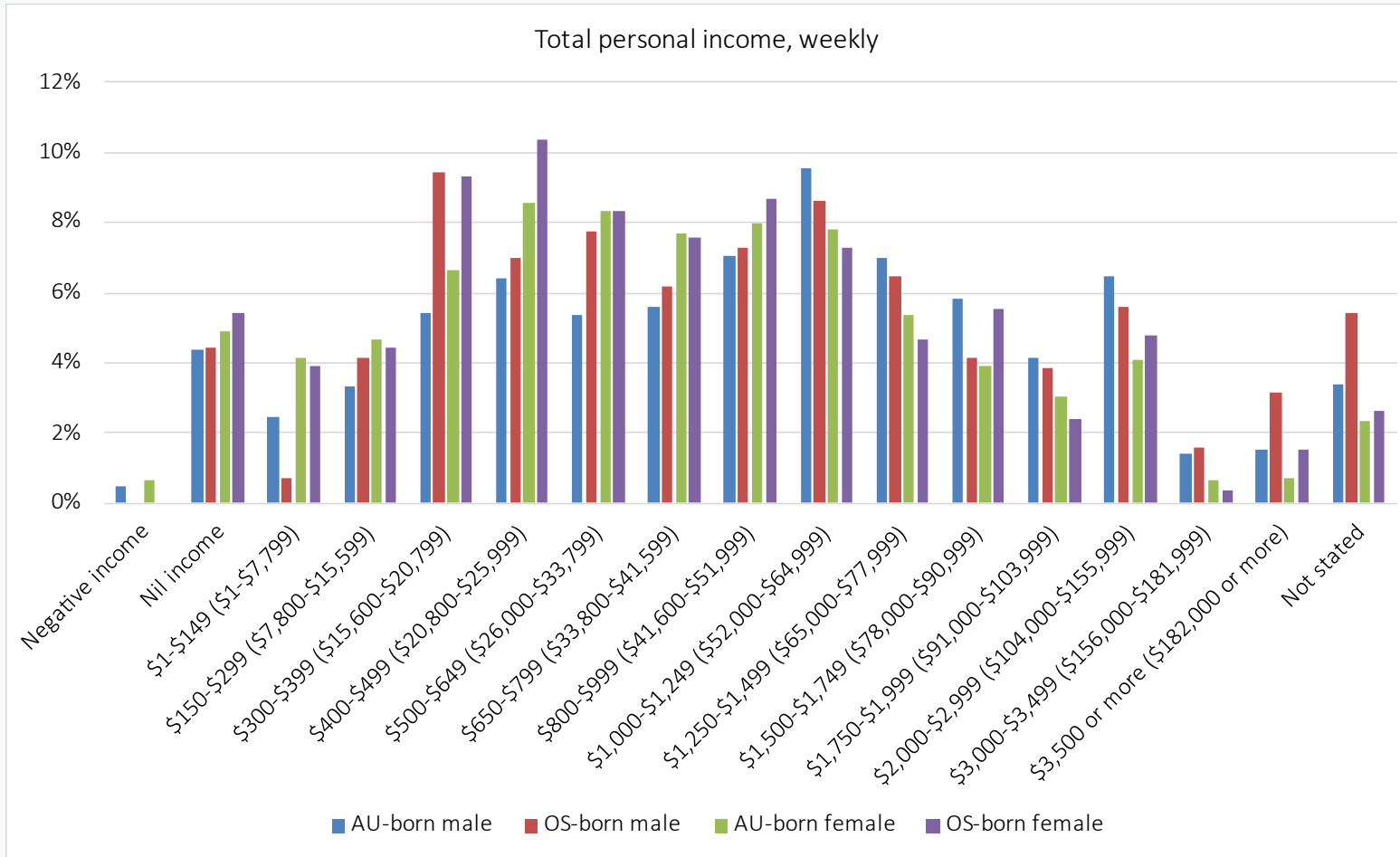
- Unemployment rate: 2.5%
- Participation rate: 59.9%

Note: The chart reflects the proportions of all residents who answered Census questions about labour force status.

- The participation rate refers only to people in the labour force: i.e. everyone who was either employed, or unemployed and looking for work.
- The unemployment rate refers only to people in the labour force who did not have work, but were looking for work.
- People not in the labour force are neither employed, nor looking for work.

For more detail on labour force definitions see [ABS \(2021\)](#).

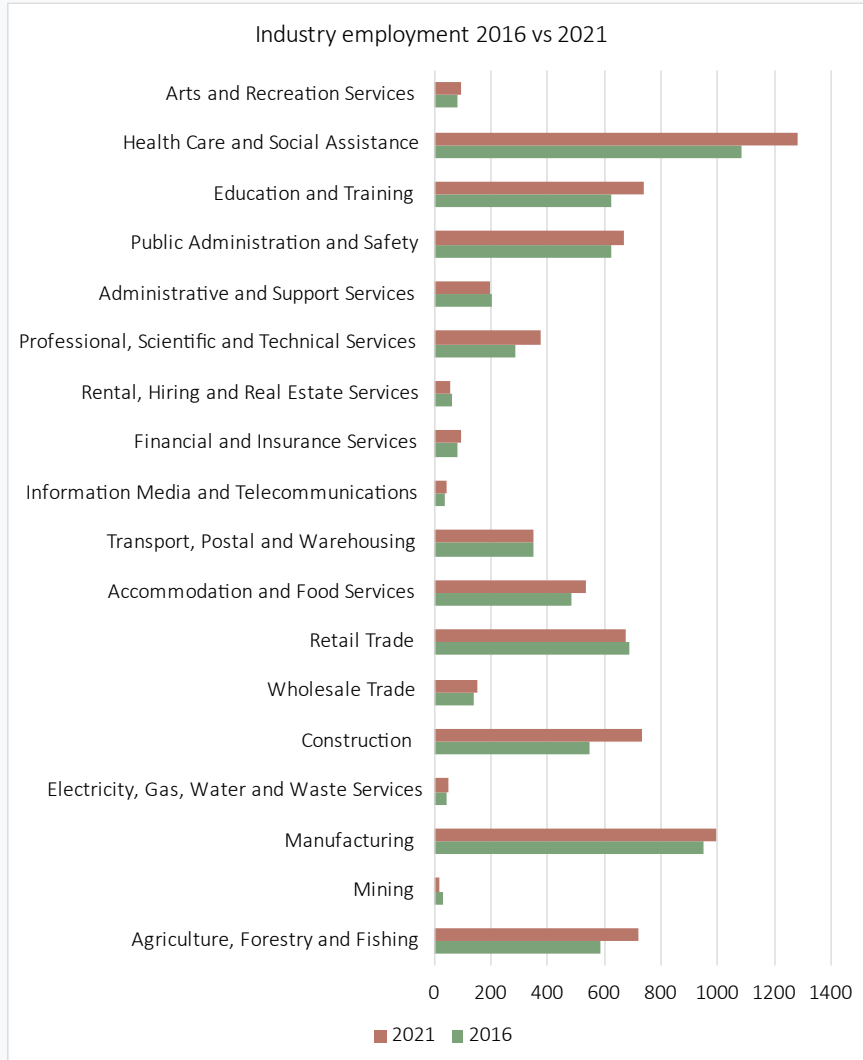
Total personal income, by place of birth, by sex



- Women are more likely to be on negative or nil income.
- The proportion of overseas-born women and Australia-born women that earn less than their counterparts is higher.
- Men are more likely to earn high income than other cohorts.

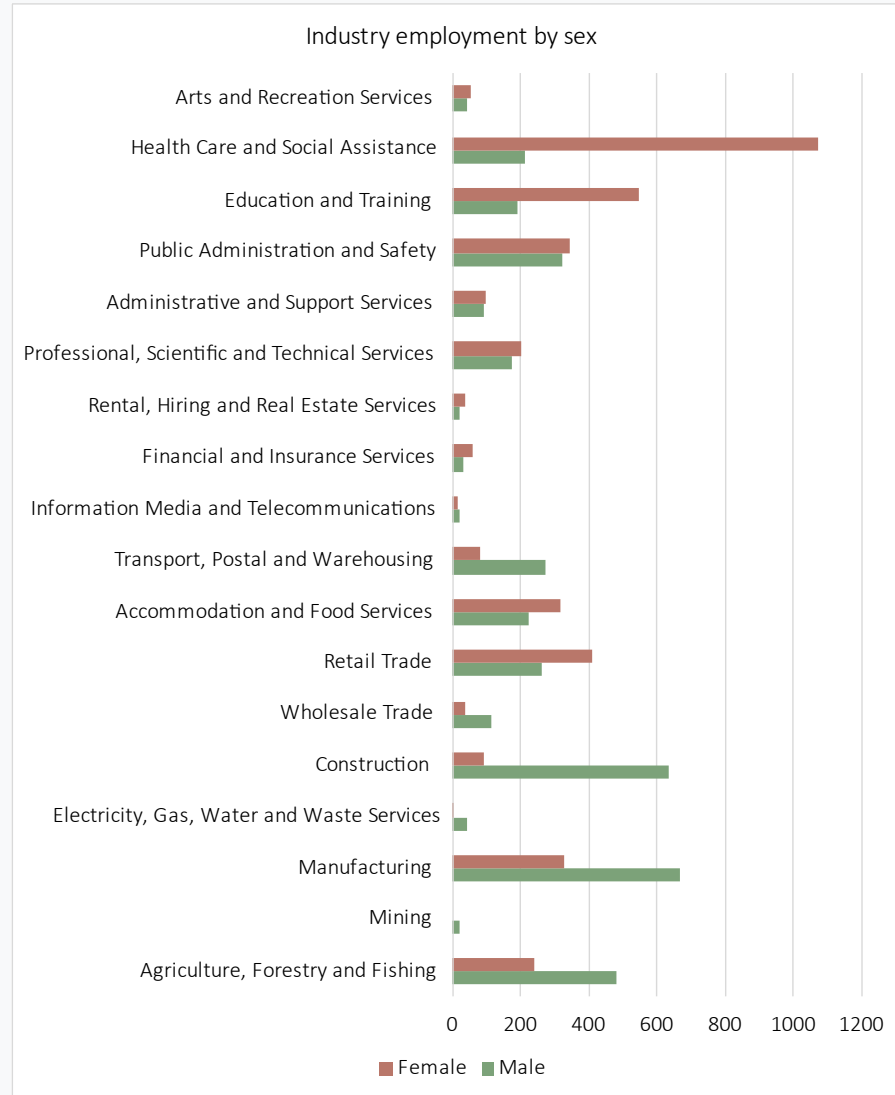
Cohort	% earning more than \$91,000 annually
AU-born male	14%
OS-born male	14%
AU-born female	8%
OS-born female	9%

Industry of Employment, 2016 vs 2021



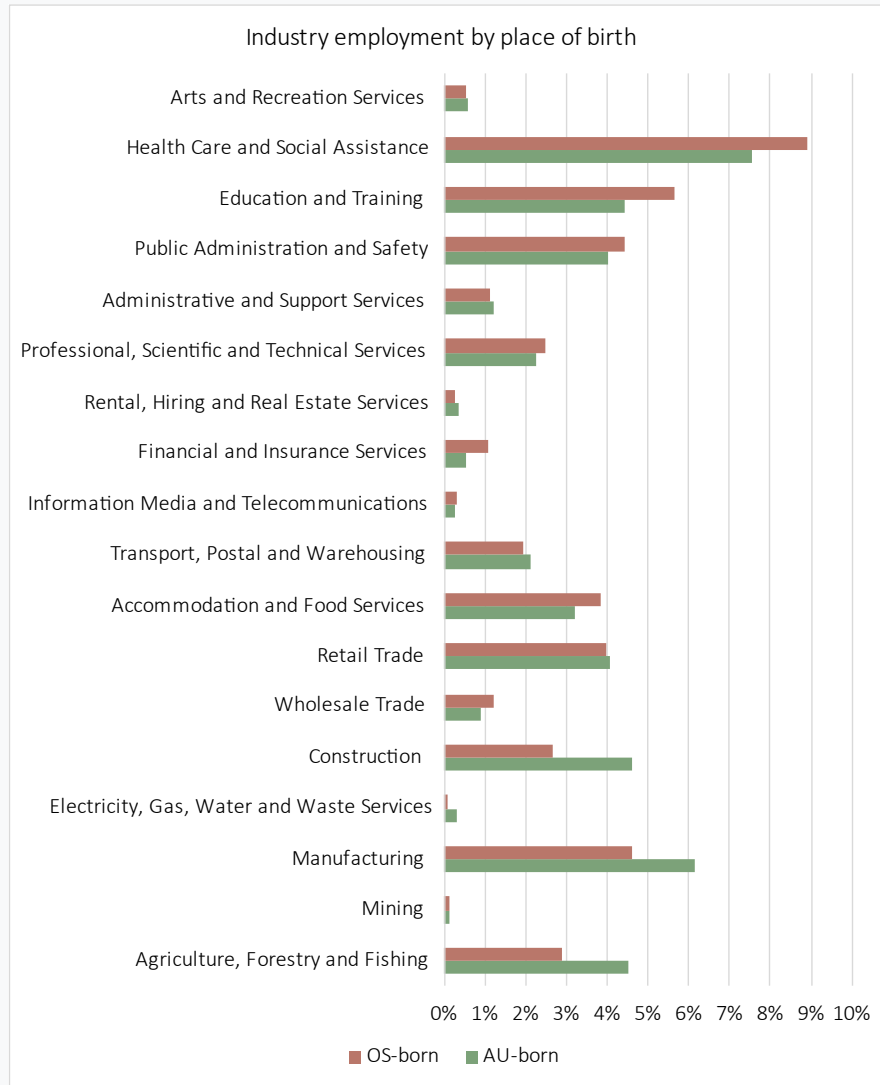
- Strongest growth:
 - Construction (+33%)
 - Professional, Scientific and technical Services (+31%)
- Decline:
 - Mining (-33%)
 - Administrative and Support Services (-6%)
 - Rental, Hiring and Real Estate (-3%)
 - Retail Trade (-2%)

Industry of employment by sex



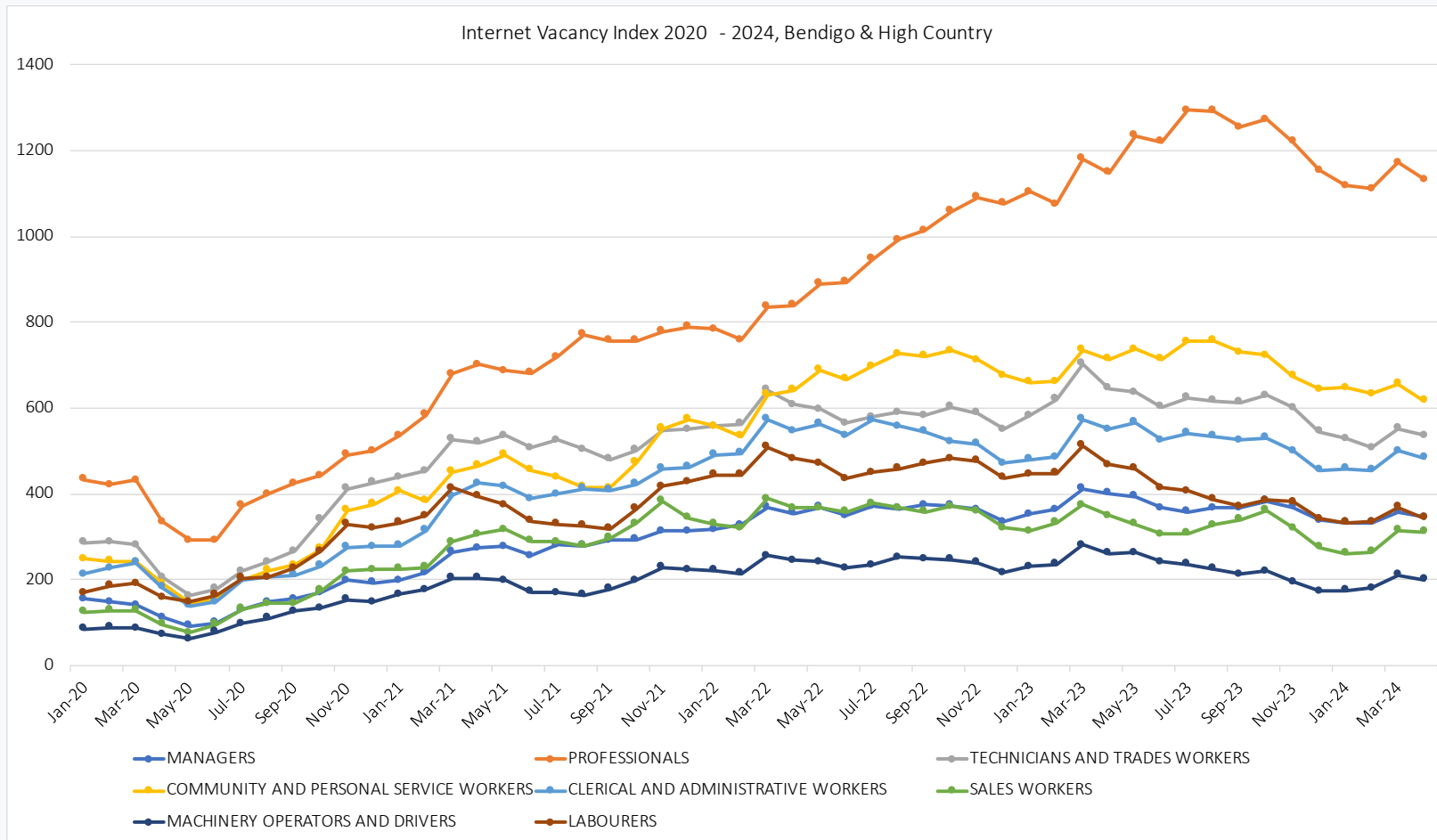
- Women are almost 5 times more likely to work in Health Care and Social Assistance and 3 times more likely to work in Education and Training.
- Men are almost 6 times more likely to work in Construction and 5 times more likely to work in Electricity, Gas, Water and Waste Services.

Industry of employment by place of birth



- Overseas born individuals are more likely to work in:
 - › Accommodation and Food Services
 - › Health Care and Social Services
 - › Education and Training
- Australia-born individuals are more likely in every other industry.

Jobs and Internet Vacancies



As of 28th of May 2024 in Indigo:

- The average pay for jobs is **\$83K per year**.
- Entry-level positions start at **\$27K per year**, while the most experienced workers can earn up to **\$350K per year**.
- **161 companies** are currently advertising jobs including [The Just Group](#), [Coles](#), [Australian Broadcasting Corporation](#), [Hays](#), [Mars and Incorporated](#).
- Top skills include: TEAM PLAYER, TRADING, CONTINUOUS IMPROVEMENT, TIME MANAGEMENT and MANAGEMENT.

Tourism Statistics

Domestic Overnight	Visitors	Nights
Interstate	79000	233000
Intrastate	156000	355000

Top International markets:

- United States of America
- Canada
- United Kingdom

Main reasons for visiting for Domestic Overnight:

- Holiday
- Visiting family and relatives

Key Stats	International	Domestic Overnight	Domestic Day	Total
Visitors	5000	235000	316000	556000
Nights	35000	588000	-	623000
Average nights	7	3	-	3
Expenditure (M)	\$2	\$94	\$26	\$123
Spend per trip	\$443	\$402	\$83	\$221
Spend per night	\$65	\$160	-	\$155

Note: Data is based on four year average from 2016 to 2019



0.32%

Current Vacancy rate



27

Rental Stock available



15.95%

Rental population



- Median price change for a house was 0.81% in last quarter
- Median weekly rent for a house is \$560
- realestate.com.au has 94 houses for sale



200

Current unmet need



33%

Current social and affordable housing as a proportion of need



6.6%

Annual growth of social and affordable housing required



- The main source of unmet need is rent stress.
- 300 households are projected to have unmet housing needs by 2041 based on overall projected household for the region

Hidden accommodation and Housing Suitability



	n	%
Households requiring larger dwelling	99	1%
Current dwelling is suitable	754	11%
Households reporting unutilized rooms	5449	77%

- 690 private dwelling were unoccupied on CENSUS night
- 77% or 5449 of occupied households have spare room capacity

- Indigo population growth rate is catching up to Regional VIC
- Indigo median age (47) is significantly higher than of VIC (38) and Australia (38).
- 8.5% of people residing in Indigo were born overseas
- 91.6% of the population of Indigo reports speaking only English at home
- 91% of people living in Indigo are Australian citizens
- Low migration intake
- Significant decrease in volunteering since 2016, especially amongst OS-born female population
- Unemployment rate had a declining trend since 2015.
- The proportion of overseas-born women and Australia-born women that earn less than their counterparts is higher.
- Low vacancy rate despite 690 unoccupied dwellings
- 200 households don't have their housing needs met.

Migrant settlement in Indigo: SWOR analysis



Strengths

- Strong manufacturing and agriculture industry
- Strong tourism and visiting economy
- High rates of certificate/degree qualifications amongst migrant population, especially women
- Community is reported to having high levels of social cohesion
- Proximity to Albury & Wodonga



Weaknesses

- Ageing population
- Significant increases in rental prices and house market prices
- Low vacancy rates and hidden accommodation
- High rental prices for accommodation
- Low socio-economic outcomes for women from migrant and refugee background despite their educational achievements
- Decreased levels of volunteering
- Low migration intake



Opportunities

- Strong continuous demand for skilled workers, especially in healthcare
- Tapping into unutilised expertise of migrant and refugees by utilising welcoming practices within the work of council but also in workplaces
- Implement welcoming workplaces practice to attract and retain diverse workforce
- Implementing welcoming initiatives to improve the attractiveness of the region



Risks

- Growth in house prices/ reduced housing affordability
- Decreased social cohesion and community engagement
- Inability to meet community needs due to ageing population and low migration into the area.
- Increasing 'commuter' community
- Low population retention and lack of migration to the region